

## **The Role of Digital Business Communication In Improving Organizational Competitiveness In The Era of Technological Disruptions**

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### **Abstrak**

Perkembangan teknologi digital telah mendorong terjadinya disrupsi di berbagai sektor bisnis, sehingga organisasi dituntut untuk beradaptasi secara cepat agar mampu mempertahankan dan meningkatkan daya saingnya. Penelitian ini bertujuan untuk menganalisis peran komunikasi bisnis digital dalam meningkatkan daya saing organisasi pada era disrupsi teknologi. Metode yang digunakan adalah studi pustaka (library research) dengan mengkaji berbagai literatur, jurnal ilmiah, buku, dan sumber relevan lainnya yang berkaitan dengan komunikasi bisnis digital dan daya saing organisasi. Hasil kajian menunjukkan bahwa komunikasi bisnis digital berperan penting dalam mempercepat arus informasi, meningkatkan efektivitas koordinasi, memperluas jangkauan pasar, memperkuat hubungan dengan pelanggan, serta mendukung pengambilan keputusan yang lebih cepat dan akurat. Selain itu, pemanfaatan media digital, platform komunikasi daring, dan teknologi informasi mampu meningkatkan efisiensi operasional serta membangun citra organisasi yang lebih adaptif dan inovatif. Dengan demikian, komunikasi bisnis digital menjadi salah satu faktor strategis yang dapat membantu organisasi menghadapi tantangan disrupsi teknologi dan menciptakan keunggulan kompetitif yang berkelanjutan.

**Kata kunci:** *Komunikasi Bisnis Digital, Daya Saing Organisasi, Disrupsi Teknologi, Transformasi Digital, Keunggulan Kompetitif.*

### **Abstract**

*The development of digital technology has driven disruption in various business sectors, requiring organizations to adapt quickly to maintain and enhance their competitiveness. This study aims to analyze the role of digital business communication in enhancing organizational competitiveness in the era of technological disruption. The method used is library research, reviewing various literature, scientific journals, books, and other relevant sources related to digital business communication and organizational competitiveness. The results of the study indicate that digital business communication plays a crucial role in accelerating the flow of information, improving coordination effectiveness, expanding market reach, strengthening customer relationships, and supporting faster and more accurate decision-making. Furthermore, the use of digital media, online communication platforms, and information technology can improve operational efficiency and build a more adaptive and innovative organizational image. Thus, digital business communication is a strategic factor that can help*

*organizations face the challenges of technological disruption and create sustainable competitive advantage.*

**Keywords:** *Digital Business Communication, Organizational Competitiveness, Technological Disruption, Digital Transformation, Competitive Advantage.*

## **INTRODUCTION**

The development of digital technology has brought about significant changes in various aspects of human life, including the world of business and organizations. The era of technological disruption, encompassing technologies such as the internet, social media, artificial intelligence (AI), big data, and cloud computing, has transformed the way people work, communicate, and plan how companies achieve their goals. To remain competitive and survive in an ever-changing business environment, companies must be able to adapt quickly to these conditions (Mustamin et al., 2025).

One aspect undergoing significant transformation is business communication. Previously conducted conventionally, business communication has now shifted to digital platforms, enabling faster, more effective, and more efficient information exchange (Rafli, et.al., 2025). According to Sari and Asbari (2025), digital business communication plays a crucial role in supporting work coordination, accelerating the decision-making process, and improving the effectiveness of relationships between organizations and customers and other stakeholders (Aji, et.al, 2026).

In the era of technological disruption, an organization's ability to utilize digital communication is a strategic factor in creating a competitive advantage. Organizations that are able to integrate digital communication technology into their business activities tend to be more competitive because they can respond quickly to market changes, improve service quality, and expand business reach through various digital platforms (Maatuil et al., 2025, Andini & Aravik, 2026). Furthermore, digital technology-based organizational communication transformation can also enhance collaboration among organizational members and support sustainable innovation (Azzahra et al., 2025).

By using digital business communications, organizations must develop

robust communication strategies to maximize the use of digital technology to improve their performance and competitiveness. This is because the adoption of this technology presents various challenges and opportunities, such as information security, digital literacy gaps, and the need to adapt to rapidly evolving technological developments (Puspitasari & Aslan, 2024). Based on this description, digital business communications is a crucial factor in determining an organization's success in facing the era of technological disruption. Therefore, a study of the role of digital business communications in improving organizational competitiveness is necessary to provide a more comprehensive understanding of the strategies that organizations can implement to maintain their existence and competitive advantage in the digital era.

## **RESEARCH METHOD**

This research employed a library research method with a descriptive qualitative approach. Data were obtained from various literature sources, such as scientific journals, books, and articles relevant to digital business communication and organizational competitiveness. The data analysis technique employed content analysis, identifying, reviewing, and interpreting information from various sources to gain an understanding of the role of digital business communication in enhancing organizational competitiveness in the era of technological disruption.

## **RESULT AND DISCUSSION**

### **1. The Role of Digital Business Communication in Organizations**

Digital business communication uses digital technology to communicate within an organization (Sari, et.al, 2025). Businesses have shifted from conventional communication systems to faster, more flexible, and more efficient digital systems thanks to advances in information technology. Information exchange can occur in real time without being limited by time and space thanks to the use of various digital platforms, such as information management systems, social media, instant messaging applications, video conferencing, and electronic mail (e-mail). This improves work coordination, accelerates the flow of information, and facilitates decision-making within the company (Wibowom T.S., et al., 2024).

Digital business communication also plays a role in strengthening internal organizational communication (Awaludin, et.al, 2025). Through the use of digital technology, every member of the organization can collaborate more effectively, allowing work to be completed more quickly and in an organized manner (Mukti, I.J., 2025). Furthermore, digital communication can reduce communication barriers that often occur in traditional communication systems, such as information delays and misdelivery of messages. Thus, digital business communication is a crucial factor in increasing organizational productivity and efficiency (Priyono, P.E., 2022).

## **2. Digital Business Communication as a Factor in Increasing Competitiveness**

An organization's ability to maintain and improve its competitive position is one of the factors that determines its competitiveness in the era of technological disruption. An organization's ability to utilize digital technology, particularly digital business communication, is a strategic tool that can help increase organizational competitiveness through the dissemination of fast, accurate, and comprehensive information (Prihandono, G., & Amir, M.T., 2024).

Digital communication enables organizations to reach a wider market through various digital platforms. Social media, websites, and digital applications can be used to promote, market, and connect with customers. Through effective communication, organizations can get closer to customers, understand their needs, and respond to complaints and requests more quickly.

Digital business communication also supports organizational innovation. Information obtained from customers, business partners, and the external environment can be used to create products, services, and business strategies that better align with market needs. In facing increasingly fierce business competition, the ability of organizations to manage information is very important (Amzul, T. A. A., et al., 2024)

## **3. Digital Business Communication in the Era of Technological Disruption**

In the era of technological disruption, rapid change occurs due to advances

in digital technology. Organizations must be able to adapt to these changes to survive and thrive. Digital business communication plays a crucial role in this context as a means of supporting an organization's digital transformation process (Nufuz, D.A., et al., 2025).

Organizations that can integrate digital communication into their strategies can identify business opportunities, monitor market developments, and effectively respond to environmental changes (Rismanto, C., et al., 2025, Amelia, et.al, 2024). Furthermore, digital communication enables organizations to quickly disseminate information to all stakeholders, reducing uncertainty when facing change.

However, the implementation of digital business communication also faces various challenges, such as data security, the dissemination of inaccurate information, and the digital capability gap among human resources. Therefore, organizations need to improve employee digital literacy, strengthen information security systems, and develop adaptive communication strategies to maximize the benefits of digital technology.

#### **4. Analysis of the Role of Digital Business Communication on Organizational Competitiveness**

Studies show that digital business communication significantly improves organizational competitiveness through better work coordination and faster information flow. Furthermore, digital communication helps organizations expand market reach, provide better service to customers, and strengthen the company's image in a competitive marketplace (Fardiansyah, R., et al., 2025).

Digital business communication serves not only as a tool for conveying information but also as a strategy that can foster organizational growth, innovation, and success in facing the future. Organizations that optimally utilize digital business communication will be more adaptable to technological changes and market needs, a crucial factor in creating a sustainable competitive advantage (Aji, G.S., et al., 2024).

## **CONCLUSION**

Digital business communications plays a crucial role in enhancing organizational competitiveness in the era of technological disruption. Utilizing

digital technology in the communication process enables organizations to convey information more quickly, effectively, and efficiently, thereby improving work coordination, expediting decision-making, and strengthening relationships with customers and other stakeholders. Furthermore, digital business communications supports organizations in expanding market reach, improving service quality, and encouraging sustainable innovation. Organizations that integrate digital communications into their business strategies tend to be more adaptive to environmental changes and have a stronger competitive advantage than those that still rely on conventional communication systems. Thus, digital business communications not only serves as a means of conveying information but also serves as a strategic factor in supporting organizational success in surviving, growing, and competing in the era of ever-evolving technological disruption.

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